

ORDER



Orders
Order / Rev: 169864
Alt Order #: 06389687
Product Desc: OBAMA 4 PRES:SKED B
Estimate: 2189
Flight Dates: 10/24/12 - 11/06/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	7	\$20,350.00	\$17,297.50
10/29/12	11/05/12	9	\$20,500.00	\$17,425.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	7	\$20,350.00	\$17,297.50	0.00
November 2012	9	\$20,500.00	\$17,425.00	0.00
Totals	16	\$40,850.00	\$34,722.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$40,850.00
Market	100%	\$204,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$2,042.50
WISN	29%	\$59,232.50
WITI	32%	\$65,360.00
WMLW-	1%	\$2,042.50
WPXE	0%	\$0.00
WTMJ	16%	\$32,680.00
WVTV	1%	\$2,042.50
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/24/12	10/24/12	Wed 9p - 10p	CM	Wed 9p - 10p	--1----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
CSI: Crime Scene Investigation															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--1----			1		\$10,000.00		0.00				
E 2	WDJT	10/25/12	11/01/12	Th 7p - 8p	CM	Th 7p - 8p	---1---	:30	1	\$10,000.00	P-1	0.00	NM	2	\$20,000.00
Big Bang/Two and Half Men															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/25/12	11/01/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1---	:30	1	\$10,000.00	P-1	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$10,000.00		0.00			
		Week: 10/29/12	11/04/12	---1---				1	\$10,000.00		0.00			
E 3	WDJT	10/24/12	10/26/12	Late Late 1135p-1235a Late Late 1135p-1235a	CM	1135p-1235a --WTF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--				4	\$75.00		0.00			
E 4	WDJT	10/28/12	11/04/12	1105p-1205a Castle	CM	1105p-1205a -----1	:30	1	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1				1	\$50.00		0.00			
		Week: 10/29/12	11/04/12	-----1				1	\$50.00		0.00			
E 5	WDJT	10/30/12	10/30/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----				1	\$10,000.00		0.00			
6	WDJT	10/30/12	11/02/12	Late Late 1135p-1235a Late Late 1135p-1235a	CM	1135p-1235a -TWTF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$75.00		0.00			
7	WDJT	10/29/12	11/05/12	Late Late 1135p-1235a Late Late 1135p-1235a	CM	1135p-1235a 1-----	:30	1	\$75.00	P-2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----				1	\$75.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$75.00		0.00			
												Totals	16	\$40,850.00